

IN THE CLAIMS

Please amend the claims as follows.

1-36. (Canceled)

37. (Currently Amended) A method of communicating agricultural product information to a user, the method including:

communicating at a management information system a user interface to a computer system operated by the user for display on a display device that forms a part of the computer system, the user interface being communicated by way of a network, the user interface being configured to provide a first input field for inputting an agricultural product identifier, a second input field for inputting an agricultural production system identifier, a third input field for inputting a lot number, and a menu of selectable certification options for inputting a certification option, the agricultural product identifier being configured to identify an agricultural product;

receiving at a management information system from the computer system a request for real-time agricultural product information collected along a chain of custody of the agricultural product, the request being made while the agricultural product is within the chain of custody and including an the agricultural product identifier, the agricultural production system identifier, the lot number, and the certification option;

accessing locating at least one an agricultural product record associated with an agricultural production system, identified using based on the agricultural product identifier, the agricultural production system identifier, and the lot number, at the management information system, wherein the at least one agricultural product record including includes agricultural product data;

locating a compliance requirement based on the certification option at the management information system, the compliance requirement including a sustainability requirement;

comparing the agricultural product data against a-the compliance requirement at the management information system;

generating a report of the real-time agricultural product information in a form of a graph based on the comparing at the management information system, the report being generated for reporting a level of compliance of the agricultural product and further being generated for evaluating a performance of an agricultural production system over a time period, the report including a list of certification, regulation, and accreditation standards that comply with the agricultural product data, the report further including a comparative rating of a metric with a certification standard based on statistic, the metric including a certification status and a relative compliance label, the certification status including one or more of a pass or a fail, the relative compliance label including two or more of a grade, a rating relative to the certification standard or a statistically derived confidence interval, wherein a resolution of the rating relative to the certification standard and a resolution of a certification criteria that define the certification standard are customizable; and

communicating at the management information system the report to the user-computer system responsive to the request for real-time agricultural product information.

38. (Canceled)

39. (Previously Presented) The method of claim 37, wherein the comparative rating of the metric is further based on a comparison of the metric with an environmental impact.

40. (Previously Presented) The method of claim 37, wherein the comparative rating of the metric is further based on a comparison of the metric with a social impact.

41. (Previously Presented) The method of claim 37, wherein the comparative rating of the metric is further based on a comparison of the metric with an economic impact.

42. (Currently Amended) A method of communicating agricultural product information to a user, the method including:

communicating at a management information system a user interface to a computer system operated by the user for display on a display device that forms a part of the computer system, the user interface being communicated by way of a network, the user interface being configured to provide a first input field for inputting an agricultural product identifier, a second input field for inputting an agricultural production system identifier, a third input field for inputting a lot number, a fourth input field for inputting agricultural production system data, and a menu of selectable certification options for inputting a certification option, the agricultural product identifier being configured to identify an agricultural product, the user being one or more of a consumer or a farmer, each selectable certification option having a check box that is configured to be utilized by the user to identify one or more of a particular certification standard, a criteria or a guideline;

receiving at a management information system from the computer system a request for real-time agricultural product information collected along a chain of custody of the agricultural product, the request being made while the agricultural product is within the chain of custody and including an the agricultural product identifier, the agricultural production system identifier, the lot number, the agricultural production system data, and the certification option;

accessing/locating at least one an agricultural product record associated with an agricultural production system, identified using based on the agricultural

product identifier, the agricultural production system identifier, the agricultural production system data, and the lot number, at the management information system, wherein the at least one agricultural product record including includes agricultural product data;

locating a compliance requirement based on the certification option at the management information system, the compliance requirement including a sustainability requirement;

comparing the agricultural product data against a-the compliance requirement at the management information system;

generating a report of the real-time agricultural product information in a form of a graph based on the comparing at the management information system, the report being generated for reporting a level of compliance of the agricultural product and further being generated for evaluating a performance of an agricultural production system over a time period, the report including a list of certification, regulation, and accreditation standards that comply with the agricultural product data, the report further including a comparative rating of a metric with a certification criterion-standard based on statistic, the metric including a certification status and a relative compliance label, the certification status including one or more of a pass or a fail, the relative compliance label including two or more of a grade, a rating relative to the certification standard or a statistically derived confidence interval, wherein a resolution of the rating relative to the certification standard and a resolution of a certification criteria that define the certification standard are customizable; and

communicating at the management information system the report to the computer system ~~user~~ responsive to the request for real-time agricultural product information.